



# MARKETING PLAN

**PURE AND SIMPLE.**



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# POSITION

For those looking for something off the beaten path, Beaver County's rugged and agricultural landscape hold intriguing landmarks and activities. From the snowy slopes of Fishlake National Forest to the red beryl encrusted peaks of the Wah Wah Mountains, Beaver County's geography is uniformly desolate yet unique from east to west. About halfway between Salt Lake City and Las Vegas and within reach of Zion and Bryce Canyons, the county's towns are well-connected while maintaining a truly rural quality.

## POSITION IN THE STATE AND REGION

Utah consists of predominantly urban, rural, and wilderness regions. Beaver County straddles the rural (in the east) and the wilderness (west of Milford). Though I-15 connects the county to major attraction to the south (Zion, Cedar Breaks, Bryce, etc.), no major roads lead westward through the county. The County is dominated by alpine and basin-and-range topography.



# THE RAMBLERS

The defining geographic features and location of major tourist activities, the mountain ranges of Beaver County comprise the foundation of the tourism brand. The Ramblers include the Tushar, Mineral, Frisco, Wah Wah, and Indian Peak ranges specifically, but may generally refer to the peaks and alpine wilderness of the county as appropriate for specific marketing endeavors.



# STRENGTHS

## ATTRACTIONS

Eagle Point  
Paiute Trail  
Frisco ghost town  
Frisco Peak  
The Creamery  
Beaver Courthouse

## ACTIVITIES

Camping  
Hunting  
Fishing  
Hiking  
Biking  
Riding  
Hang gliding

## ACCOMMODATION

Beaver City motels  
Eagle Point  
Airbnbs  
Campgrounds  
BLM dispersed camping

## AMENITIES

Restaurants  
Grocery store

## ACCESS

I-15  
SR-21  
SR-153

## ATMOSPHERE

Open  
Off the beaten path  
Rugged



# OBSTACLES

## COUNTY SPECIFIC

### FUNDING AND RESOURCES ARE LIMITED

The county has a limited amount of TRT funds each year, so being creative and thrifty with those funds is paramount. To that end, we need real, honest understanding and communication about the level of investment to see success happen.

### COMMUNITY DIVISIONS

Sensitivities between Beaver and Milford Cities may stymie county-wide planning and development.

### NO MAJOR ATTRACTIONS

National parks and monuments make for easy marketability. Without attractions like these, balancing creative approaches and delivering on a promise in-county can be tricky.

### ALIGNMENT WITH ECONOMIC DEVELOPMENT

Major investments like an event center present opportunities for the brand, but they may also be at odds (for funds and resources).



# OBSTACLES

## GENERAL

### JEALOUSY

It is not in your best interest to be fair and equitable. Celebrate your best assets, and play to your strengths. This may be seen as favoritism, but it is playing the long game to the benefit of all.

### LACK OF FOCUS

Priorities matter. Understand and internalize your message, and stay focused on the overarching goals and objectives.

### LACK OF FOLLOW-THROUGH

Planning can only get so far. Action and execution are critical.

### ROGUE EFFORTS

We need unity and cohesion across towns, attractions, and amenities. Universal adoption is key to success.

### NEGATIVE VISITOR EXPERIENCES

90% of visitors say they base their travel decisions on personal recommendations. Visitors to the area can be your best or worst brand advocates. Anticipate potential problems and ensure visitors have a good experience.



# GOALS

## PROMOTE AND CELEBRATE

what makes the county unique. Unite local residents within a single brand.

## ASSOCIATE THE COUNTY WITH ACCESSIBLE ACTIVITY

and the concept of a slower pace and quieter place.

## GROW TOURISM REPUTATION

within the region, state, and beyond.

## INCREASE VISITORSHIP TO THE AREA.

## PROVIDE MORE OPPORTUNITY

for visitors to spend money in the county.

## RETAIN REVENUE

from tourists visiting the county.

## ENHANCE THE ECONOMIC SUSTAINABILITY OF THE COUNTY.





# OBJECTIVES

## UNDERSTAND OUR TARGET AUDIENCE

and what they want. Explore where and how they get their information, make travel decisions, and share their trips.

## CREATE A STRONG BRAND AND ASSOCIATED ASSETS.

## BUILD A ROBUST BRAND KIT-OF-PARTS

that can be used to easily and cost effectively launch new campaigns and produce branded material.

## CAPTURE PRIORITIES IN AN ACTION- ORIENTED PLAN.

Define quick achievements and long term goals.



# RECOMMENDATIONS

## OWN WHAT YOU HAVE

Don't get caught up in what you don't. When prioritizing marketing dollars, consider what attractions and places are ready for tourists. If specific ranges lack infrastructure and wayfinding, focus on other areas.

## ENCOURAGE CREATIVE THINKING

Don't compete, differentiate. Don't try to recreate what other destinations have done. Find creative solutions to lodging, wayfinding, events, etc. Do it the Ramblers way.



## CELEBRATE YOUR DEFICITS AS IF THEY WERE ASSETS

Limited hours? Embrace it as intentional. Find what makes you unique, and celebrate it.

## MAKE THE MOST OF YOUR EVENTS

create marketing synergy. Major events draw crowds that are either heading to the area or through the area (and back through on their way home). Lets leverage the work of local organizations.

## GIVE TOURISTS MORE TO BUY

Souvenirs, admission to entertainment, food and beverages—make it easy to spend money in the county.

## FOCUS ON FEATURES

Stories, that is. Earned media is a great way to get the word out. Build relationships with journalists, bloggers, and notable personalities and have them say what you can't (or what you can...but for free).

## TARGET LIKE MINDED COMMUNITIES

Seek communities (spot markets) where your target audiences make up a significant percentage of the population (as a resident or tourist) and market there.

## BE INDUSTRY SPECIFIC

Seek publications, events, and online influencers where your target audiences go to learn about and share their interests, hobbies, and work.

# PRIORITIES

Following is a ranked list of priorities that outlines small, easily-accomplishable items and more ambitious, long-term projects. This list should act as a guide for successful marketing implementation. It's designed in such a way that you can (and should) always have one small, one medium, and one big project in the works at the same time, even though smaller projects will be completed more quickly.



# PRIORITIES

|            | Small (3 months)  | Medium (6-12 months)  | Large (1-3 years)   |
|------------|---|---|---|
| PRIORITY 1 | <div><div></div><div>_ update welcome signage &amp; kiosks</div><div>_ video and image library building*</div><div>_ revamp/launch social media accounts*</div></div> | <div><div></div><div>_ trail inventory</div><div>_ update website</div><div>_ brochures/rack cards</div></div>              | <div><div></div><div>_ interpretive panels for county attractions</div></div>                             |
| PRIORITY 2 | <div><div></div><div>_ messaging and copywriting about assets*</div><div>_ merchandise</div><div>_ update billboard</div></div>                                       | <div><div></div><div>_ visitor guide</div><div>_ trade show booth materials</div></div>                                     | <div><div></div><div>_ visitor center</div><div>_ marketing development for local businesses*</div></div> |
| PRIORITY 3 | <div><div></div><div>_ customized maps</div><div>_ print and digital ads*</div><div>_ other paid media (radio, TV)*</div></div>                                       | <div><div></div><div>_ multi-channel campaign*</div><div>_ event promotion*</div><div>_ customized publications</div></div> | <div><div></div><div>_ signature event expansion</div></div>  |

\*ongoing projects



# PRIORITIES

## SMALL

### PRIORITY 1

#### WELCOME SIGNAGE AND KIOSK

Update the Beaver City welcome sign, install a welcome sign in Milford, and update the installed kiosks with the new branding.

#### VIDEO AND IMAGE LIBRARY

Compile a list of attractions, amenities, and activities to feature, hire photographers and videographers to capture high-quality assets for use in all branded materials. This starts with a detailed shot list noting the different kinds of assets needed, what activities and attractions you want to capture, and who (the audience) should be featured in those photos.

#### SOCIAL MEDIA ACCOUNTS

Update and start being active on social media, pushing content relevant to the goals of the brand and engaging with users within our target audience and the media world. Change account names to reflect The Ramblers, start posting on instagram, and set up a unique, tourism-focused twitter account.





# PRIORITIES

## MEDIUM

### PRIORITY 1

#### UPDATE WEBSITE

Update beavercountry.com to reflect new branding, messaging, and imagery. This should be a comprehensive destination site for all things Ramblers. The site should present visitors with an understanding of the area attractions, amenities, cities, and suggested trip itineraries (including seasonal recommendations). Change the URL to reflect Ramblers branding: ramblersutah.com, for example, and to ensure control of the webspace, purchase similar URLs (e.g.: utahramblers.com) and redirect them to the primary web address.

#### TRAIL INVENTORY

Start a detailed database of information about trails and activities to do in the county so you have it handy when making a visitor guide, updating the website, or posting about activities on social media. Include information like: directions to the trailhead, what to expect at the trailhead (parking situation, is there a bathroom, is there a fee to park), who can go on the trail (hikers, horses, bikes, OHVs), during what seasons is the trail accessible, how long is the trail, what's the elevation gain, who is it suitable for (small kids, experienced hikers only), what to expect at the end of the trail, any seasonal attractions (wildflowers), dangers or considerations (wildlife, poisonous flora/fauna, property boundaries), etc.

#### BROCHURE/ RACK CARDS

Have something handy while you're making a complete visitor guide. Include a brief overview of signature attractions, a simple map, perhaps make rack cards for particular places or activities.



# **PRIORITIES**

## **LARGE**

### **PRIORITY 1**

#### **INTERPRETIVE PANELS FOR ATTRACTIONS**

Start a list of attractions that would be enhanced by interpretive information (e.g.: Frisco ghost town). Gather content like historical photos, diagrams or graphics (e.g.: illustrations of the geology of the Minerals), and appropriate writing about the attraction. Design and install panels at each site.



# PRIORITIES

## SMALL PRIORITY 2

### MESSAGING AND COPYWRITING

Begin gathering content and writing descriptions of the Ramblers, including all the activities one can do, the various attractions, amenities in each of the towns, begin an inventory of business information (type, offering, hours, contact info, etc.), direction to and from attraction, in and out of the county from major destinations, etc.

### MERCHANDISE

Let other people do free advertising for you (that they pay for!). Merchandise is a great way to create excitement and quick visibility of the brand. Include branded items locals and government officials can wear (hats, vests), giveaway items, and premium products that can be sold in local businesses.

### UPDATE BILLBOARD

Update the I-15 billboard with Rambler-centric messaging and branding.



# PRIORITIES

## MEDIUM

## PRIORITY 2

### VISITOR GUIDE

Create a comprehensive visitor guide with new and revised content that focuses on our messaging goals and shows off new imagery and design based on the brand. This should be a one-stop resource for visitors when they're exploring the county and making decisions about what to see and do.

### TRADE SHOW BOOTH

With a new brand and messaging strategy, promote the region for out-of-state visitors. Attend conventions and tradeshow to build awareness and relationships with promoters, booking agents, and potential visitors. The goal is to make a modular system with discrete components that advertise the attractions, amenities, and cities that make up the county. The design should also work in both an indoor and outdoor environment, allowing the county to use select components at outdoor festivals and events that attract our target audiences.



# PRIORITIES

## LARGE

## PRIORITY 2

### VISITOR CENTER

Research and develop a plan for a potential visitor information hub in the county. This could be inside an easily accessible building, a major outdoor kiosk in a prime location (such as the Creamery), or a mobile center, depending on what sort of investment and upkeep makes sense for the county.

### MARKETING DEVELOPMENT FOR BUSINESSES

Businesses are a major resource and positive aspect of tourism development--if they are properly marketing their services. Develop materials and trainings for businesses on how to best advertise on the web, on social channels, storefront/curb appeal, etc.





# PRIORITIES

## SMALL

### PRIORITY 3

#### CUSTOMIZED MAPS

Develop detailed maps for specific activities. Some of these can use existing maps created by the BLM or NFS and but apply Ramblers branding to the cover.

#### PRINT AND DIGITAL ADS

Identify websites, search words, and print magazines/newspapers that reach our target audiences (geographical and activity focus). Is there an OHV magazine? Get a Paiute trail ad in there. Hang Gliding USA? Get Frisco Peak on their radar.

#### PAID MEDIA

Identify other opportunities for paid media that make sense for the county's priorities (radio or TV spots is targeted areas or during specific events, outdoor media outside of the county, etc.).



# PRIORITIES

## MEDIUM

### PRIORITY 3

#### MULTI-CHANNEL CAMPAIGN

Strategize major campaigns to reach our target audiences (based on geography and their interest). Campaigns should have a singular goal, theme, and message. They can elevate a particular aspect of your brand, particular activity, season, etc. Multi-channel means our target audience should interact with the campaign in several ways--online, in a print ad, radio spot, billboard, etc.

#### EVENT PROMOTION

Work with current event sponsors for events like the Crusher in the Tushar to robustly market the event outside the county. Tie the event to other activities and opportunities to explore more of Beaver County (and stay longer than the event).

#### CUSTOMIZED PUBLICATIONS

Thinking of our target audiences and activities available, develop custom guides, maps, etc. to cater to their needs. Examples include a kids activity guide, guide to hidden gems of the Ramblers, Peakbaggers guide, Paiute Trail guide, Winter in the Ramblers guide, etc.



# PRIORITIES

## LARGE

### PRIORITY 3

#### SIGNATURE EVENT EXPANSION

Develop a plan for bringing new signature events to the county. Explore opportunities to use the mountainous geography and existing infrastructure (trail systems, event center, if built) to attract outdoor and culture-centric events that draw out-of-county audiences. These may be county-sponsored or organized by a third party and hosted by the county. Explore seasonal opportunities and when an event may be likely to draw a large number of people (e.g.: look to when other communities aren't doing events and fill that space).



